

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 03757 302335Z
ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 /020 W
-----118493 012300Z /75

R 301121Z JUN 78
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC
AMEMBASSY ATHENS
INFO SECSTATE WASHDC 8592

UNCLAS DAMASCUS 3757

ATHENS FOR RTDO

E.O. 11652: NA
TAGS: BEXP, BPRO, SY
SUBJ: NAZIR HADAYA CO. INTEREST IN REPRESENTING U.S. FIRMS.

1. EMBASSY HAS BEEN APPROACHED BY REP OF NAZIR HADAYA CO.
PROMINENT SYRIAN BUSINESS FIRM, WITH REQUEST FOR ASSISTANCE
IN CONTACTING U.S. COMPANIES. HADAYA CO. IS INTERESTED
IN REPRESENTING U.S. FIRMS IN THE FOLLOWING GENERAL AREAS:

A) TENDERS ISSUED BY TAFCO, THE SARG FOREIGN TRADE
ORGANIZATION RESPONSIBLE FOR THE IMPORT OF FERTILIZERS,
CALCIUM, CARBIDE SODIUM, TEAM RICE, SUGAR, CANNED FOODS,
COFFEE AND OTHER FOODSTUFFS AND CHEMICALS; B) IRRIGATION
AND LAND DEVELOPMENT AND RECLAMATION PROJECTS; AND
C) ELECTRIC POWER GENERATION AND DISTRIBUTION PROJECTS.

2. NAZIR HADAYA CO. (WTDR 4/77) IS ONE OF THE LARGEST
OPERATING IN THE SYRIAN MARKET. AT PRESENT, HADAYA IS
EXCLUSIVE AGENT FOR OVER 100 FIRMS, INCLUDE AMANA,
MAGIC CHEF, SIGNER PRODUCST, ENGERAL ELECTRIC,
KELVINATOR, ADMIRAL, AND GM (PONTIAC), ANNUAL SALES
IN 1976 ESTIMATED AT USDOL 28 MILLION. FIRM HAS
EXCELLENT LOCAL REPUTATION, AND IS A RECOMMENDED
BUSINESS CONTACT FOR U.S. COMPANIES.

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3. ACTION REQUESTED: ACTION ADDRESSEES ARE REQUESTED
TO CIRCULATE HADAYA INTEREST AS DESCRIBED ABOVE AMONG
RELEVANT U.S. FIRMS. SUGGEST ARTICLE IN COMMERCE
AMERICA, INTERESTED FIRMS SHOULD BE ADVISED TO CONTACT
HADAYA AT FOLLOWING ADDRESS: NAZIR HADAYA AND COMPANY,
P.O. BOX 868, DARWISHIEH STREET, DAMASCUS, SYRIA,

CABLE: HADAYCO, TELEX: 11033 HADAYA SY, 11352 NAZIR SY,
TELEPHONE: 117755, 116577. COMPANY ALSO MAINTAINS U.S.
BUSINESS OFFICE: HADAYA AMERICA, INC. SUITE 1242, 1120
CONNECTICUT AVE., NW, WASHINGTON, D.C. 20036
PELLETREAU

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 30 jun 1978
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Disposition Action: n/a
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Disposition Event:
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Disposition Reason:
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